

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 comprising:  
3 receiving, by a computer system of a first entity and  
4 including at least one computer, a first ad request  
5 associated with a first target document, wherein the first  
6 target document (A) is accessible by the first entity, (B)  
7 includes content and (C) is associated with a first  
8 resource for rendering at least one advertisement;  
9 determining, by the computer system of the first  
10 entity and responsive to the first ad request, that the  
11 content included in the first target document ~~[[is not~~  
12 ~~available for analysis]]~~ cannot be analyzed by the first  
13 entity to determine if an ad relevant to the content of the  
14 first target document is available for rendering; and  
15 indicating, by the computer system of the first  
16 entity, the availability of at least a portion of the first  
17 resource of the first target document to a second entity.

1 Claim 2 (previously presented): The computer-implemented  
2 method of claim 1, wherein the first entity includes a  
3 content ad system.

1 Claim 3 (previously presented): The computer-implemented  
2 method of claim 2, wherein the second entity includes a  
3 publisher with which the first target document is  
4 associated.

Claim 4 (canceled)

1 Claim 5 (currently amended): The computer-implemented  
2 method of claim 3, ~~[[further comprising:~~  
3 ~~receiving, by the computer system of the first entity,~~  
4 ~~a second ad request associated with a second target~~  
5 ~~document, wherein the second target document is associated~~  
6 ~~with a second resource for rendering content;~~  
7 ~~determining, by the computer system and responsive to~~  
8 ~~receiving the second ad request, that the second target~~  
9 ~~document is available for analysis by the first entity to~~  
10 ~~determine if an ad relevant to the content of the second~~  
11 ~~target document is available for rendering;~~  
12 ~~determining, by the computer system of the first~~  
13 ~~entity, that the second]] wherein the act of determining~~  
14 ~~that the content included in the first target document~~  
15 ~~cannot be analyzed by the first entity includes determining~~  
16 ~~that the first target document cannot be crawled[[:~~  
17 ~~responsive to the determination that the second target~~  
18 ~~document cannot be crawled, indicating, by the computer~~  
19 ~~system of the first entity, the availability of at least a~~  
20 ~~portion of the second resource of the second target;~~  
21 ~~document to the second entity;~~  
22 ~~receiving, by the computer system of the first entity,~~  
23 ~~a third ad request associated with a third target document,~~  
24 ~~wherein the third target document is associated with a~~  
25 ~~third resource for rendering content;~~  
26 ~~determining, by the computer system of the first~~  
27 ~~entity and responsive to receiving the third ad request,~~  
28 ~~that the third target document is available for analysis by~~  
29 ~~the first entity to determine if an ad relevant to the~~  
30 ~~content of the third target document is available for~~  
31 ~~rendering;~~

32 ~~determining, by the computer system of the first~~  
33 ~~entity, that the third target document can be crawled, and~~  
34 ~~responsive to the determination that the third target~~  
35 ~~document can be crawled, providing, by the computer system~~  
36 ~~of the first entity, a set of at least one ad to be~~  
37 ~~rendered via the third resource]].~~

Claim 6 (canceled)

1 Claim 7 (currently amended): The computer-implemented  
2 method of claim 3, further comprising:  
3 receiving, by the computer system of the first entity,  
4 a second ad request associated with a second target  
5 document, wherein the second target document (A) is  
6 accessible by the first entity, (B) includes content and  
7 (C) is associated with a second resource for rendering  
8 content;  
9 determining, by the computer system and responsive to  
10 receiving the second ad request, that the content included  
11 in the second target document ~~[[is available for analysis]]~~  
12 can be analyzed by the first entity to determine if an ad  
13 relevant to the content of the second target document is  
14 available for rendering;  
15 determining, by the computer system of the first  
16 entity, that the second target document contains negative  
17 subject matter;  
18 responsive to the determination that the second target  
19 document contains negative subject matter, indicating, by  
20 the computer system of the first entity, the availability  
21 of at least a portion of the second resource of the second  
22 target document to the second entity;

23 receiving, by the computer system of the first entity,  
24 a third ad request associated with a third target document,  
25 wherein the third target document (A) is accessible by the  
26 first entity, (B) includes content and (C) is associated  
27 with a third resource for rendering content;

28 determining, by the computer system of the first  
29 entity and responsive to receiving the third ad request,  
30 that the content included in the third target document [~~is~~  
31 ~~available for analysis~~] can be analyzed by the first  
32 entity to determine if an ad relevant to the content of the  
33 third target document is available for rendering;

34 determining, by the computer system of the first  
35 entity, that the third target document does not contain  
36 negative subject matter; and

37 responsive to the determination that the third target  
38 document does not contain negative subject matter,  
39 providing, by the computer system of the first entity, a  
40 set of at least one ad to be rendered via the third  
41 resource.

1 Claim 8 (previously presented): The computer-implemented  
2 method of claim 7, wherein negative subject matter includes  
3 at least one of tragic events, pornography, alcohol  
4 promotion, tobacco promotion, gun promotion and gambling  
5 promotion.

1 Claim 9 (currently amended): The computer-implemented  
2 method of claim 3, further comprising:  
3 receiving, by the computer system of the first entity,  
4 a second ad request associated with a second target  
5 document, wherein the second target document (A) is  
6 accessible by the first entity, (B) includes content and

7 (C) is associated with a second resource for rendering  
8 content;  
9 determining, by the computer system and responsive to  
10 receiving the second ad request, that the content included  
11 in the second target document ~~[[is available for analysis]]~~  
12 can be analyzed by the first entity to determine if an ad  
13 relevant to the content of the second target document is  
14 available for rendering;  
15 determining, by the computer system of the first  
16 entity, that a threshold number of ~~[[sufficiently]]~~  
17 relevant ads are not available to render in association  
18 with the second target document;  
19 responsive to the determination that a threshold  
20 number of ~~[[sufficiently]]~~ relevant ads are not available  
21 to render in association with the second target document,  
22 indicating, by the computer system of the first entity, the  
23 availability of at least a portion of the second resource  
24 of the second target document to the second entity,  
25 receiving, by the computer system of the first entity,  
26 a third ad request associated with a third target document,  
27 wherein the third target document (A) is accessible by the  
28 first entity, (B) includes content and (C) is associated  
29 with a third resource for rendering content;  
30 determining, by the computer system of the first  
31 entity and responsive to receiving the third ad request,  
32 that the content included in the third target document ~~[[is~~  
33 ~~available for analysis]]~~ can be analyzed by the first  
34 entity to determine if an ad relevant to the content of the  
35 third target document is available for rendering;  
36 determining, by the computer system of the first  
37 entity, that a threshold number of ~~[[sufficiently]]~~

38 relevant ads are available to render in association with  
39 the third target document; and  
40 responsive to the determination that a threshold  
41 number of ~~[[sufficiently]]~~ relevant ads are available to  
42 render in association with the third target document,  
43 providing, by the computer system of the first entity, a  
44 set of at least one ad to be rendered via the third  
45 resource.

1 Claim 10 (currently amended): The computer-implemented  
2 method of claim 9, wherein the threshold number of  
3 ~~[[sufficiently]]~~ relevant ads depends on a degree of  
4 topical correlation between a plurality of ads available to  
5 the first entity and subject matter of each of the second  
6 and third target documents.

1 Claim 11 (currently amended): The computer-implemented  
2 method of claim 3, further comprising:  
3 receiving, by the computer system of the first entity,  
4 a second ad request associated with a second target  
5 document, wherein the second target document (A) is  
6 accessible by the first entity, (B) includes content and  
7 (C) is associated with a second resource for rendering  
8 content;

9 determining, by the computer system and responsive to  
10 receiving the second ad request, that the content included  
11 in the second target document ~~[[is available for analysis]]~~  
12 can be analyzed by the first entity to determine if an ad  
13 relevant to the content of the second target document is  
14 available for rendering;

15 determining, by the computer system of the first  
16 entity, that a threshold number of ads having untapped

17 budgets are not available to render in association with the  
18 second target document;

19 responsive to the determination that a threshold  
20 number of ads having untapped budgets are not available to  
21 render in association with the second target document,  
22 indicating, by the computer system of the first entity, the  
23 availability of at least a portion of the second resource  
24 of the second target document to the second entity;

25 receiving, by the computer system of the first entity,  
26 a third ad request associated with a third target document,  
27 wherein the third target document (A) is accessible by the  
28 first entity, (B) includes content and (C) is associated  
29 with a third resource for rendering content;

30 determining, by the computer system of the first  
31 entity and responsive to receiving the third ad request,  
32 that the content included in the third target document ~~[[is~~  
33 ~~available for analysis]]~~ can be analyzed by the first  
34 entity to determine if an ad relevant to the content of the  
35 third target document is available for rendering;

36 determining, by the computer system of the first  
37 entity, that a threshold number of ads having untapped  
38 budgets are available to render in association with the  
39 third target document; and

40 responsive to the determination that a threshold  
41 number of ads having untapped budgets are available to  
42 render in association with the third target document,  
43 providing, by the computer system of the first entity, a  
44 set of at least one ad to be rendered via the third  
45 resource.

1 Claim 12 (currently amended): The computer-implemented  
2 method of claim 3, further comprising:

3 receiving, by the computer system of the first entity,  
4 a second ad request associated with a second target  
5 document, wherein the second target document (A) is  
6 accessible by the first entity, (B) includes content and  
7 (C) is associated with a second resource for rendering  
8 content;

9 determining, by the computer system and responsive to  
10 receiving the second ad request, that the content included  
11 in the second target document ~~[[is available for analysis]]~~  
12 can be analyzed by the first entity to determine if an ad  
13 relevant to the content of the second target document is  
14 available for rendering;

15 determining, by the computer system of the first  
16 entity, that net revenue for the first entity for rendering  
17 the ad will not be positive;

18 responsive to the determination that net revenue for  
19 the first entity for rendering the ad will not be positive,  
20 indicating, by the computer system of the first entity, the  
21 availability of at least a portion of the second resource  
22 of the second target document to the second entity;

23 receiving, by the computer system of the first entity,  
24 a third ad request associated with a third target document,  
25 wherein the third target document (A) is accessible by the  
26 first entity, (B) includes content and (C) is associated  
27 with a third resource for rendering content;

28 determining, by the computer system of the first  
29 entity and responsive to receiving the third ad request,  
30 that the content included in the third target document ~~[[is~~  
31 ~~available for analysis]]~~ can be analyzed by the first  
32 entity to determine if an ad relevant to the content of the  
33 third target document is available for rendering;



34 determining, by the computer system of the first  
35 entity, that net revenue for the first entity for rendering  
36 the ad will be positive; and

37 responsive to the determination that net revenue for  
38 the first entity for rendering the ad will be positive,  
39 providing, by the computer system of the first entity, a  
40 set of at least one ad to be rendered via the third  
41 resource.

1 Claim 13 (previously presented): The computer-implemented  
2 method of claim 12, wherein the act of determining whether  
3 net revenue for rendering the ad will be positive, by the  
4 first entity, comprises:

5 determining whether or not a payment is to be paid to  
6 a publisher for rendering the ad; and

7 estimating gross revenue derived from an advertiser  
8 for rendering the ad in association with each of the second  
9 and third target documents.

1 Claim 14 (previously presented): The computer-implemented  
2 method of claim 13, wherein the payment depends on a number  
3 of impressions of the ad using each of the second and third  
4 resources of the corresponding target documents.

1 Claim 15 (previously presented): The computer-implemented  
2 method of claim 13, wherein the gross revenue depends on a  
3 number of impressions of the ad using each of the second  
4 and third resources of the corresponding target documents.

1 Claim 16 (previously presented): The computer-implemented  
2 method of claim 13, wherein the gross revenue depends on an  
3 estimated clickthrough amount for the ad if rendered using

4 each of the second and third resources of the corresponding  
5 target documents.

1 Claim 17 (previously presented): The computer-implemented  
2 method of claim 1, wherein the first entity includes a  
3 first ad system and the second entity includes a second ad  
4 system.

1 Claim 18 (previously presented): The computer-implemented  
2 method of claim 17, wherein the first ad system is a  
3 content ad system.

Claim 19 (canceled)

1 Claim 20 (previously presented): The computer-implemented  
2 method of claim 1,  
3 wherein the first target document is requested by a  
4 client system and the first ad request includes an  
5 identifier of the second entity,  
6 wherein the first entity determines to redirect the  
7 first ad request to the second entity based on a set of one  
8 or more criteria, and  
9 wherein the act of indicating the availability of the  
10 first resource includes the first entity setting a location  
11 field in an outgoing hypertext protocol header with the  
12 identifier, causing the first target document to be output  
13 to the client system with the content rendered by the  
14 second entity.

1 Claim 21 (previously presented): The computer-implemented  
2 method of claim 20, wherein the identifier includes an  
3 alternative content URL.

1 Claim 22 (previously presented): The computer-implemented  
2 method of claim 20, further comprising using remote  
3 scripting to process the ad rendering request.

1 Claim 23 (previously presented): The computer-implemented  
2 method of claim 21, wherein the remote scripting includes  
3 an iframe.

1 Claim 24 (previously presented): The computer-implemented  
2 method of claim 23, wherein the iframe is named to identify  
3 the ad rendering request to the first entity.

1 Claim 25 (previously presented): The computer-implemented  
2 method of claim 1, wherein indicating the availability of  
3 at least a portion of the first resource of the first  
4 target document to a second entity includes the first  
5 entity indicating to an external entity that the first  
6 target document is not available for analysis by the first  
7 entity to determine if an ad relevant to the content of the  
8 first target document is available for rendering.

Claim 26 (canceled)

1 Claim 27 (previously presented): The computer-implemented  
2 method of claim 25, wherein the external entity is the  
3 second entity.

1 Claim 28 (previously presented): The computer-implemented  
2 method of claim 25, wherein the external entity includes a  
3 publisher.

1 Claim 29 (previously presented): The method of claim 1,  
2 wherein indicating the availability of at least a portion  
3 of the first resource to a second entity includes  
4 redirecting the first request to an alternative entity.

1 Claim 30 (previously presented): The computer-implemented  
2 method of claim 29, wherein the first request identifies  
3 the alternative entity.

1 Claim 31 (previously presented): The computer-implemented  
2 method of claim 29, wherein redirecting the first request  
3 includes an identifier to identify the first request if  
4 redirected from the alternative entity back to the ad  
5 system.

Claims 32-35 (canceled)

1 Claim 36 (currently amended): A system comprising:  
2 at least one processor;  
3 at least one communications interface; and  
4 at least one storage device, the storage device  
5 storing program instructions which, when executed by the at  
6 least one processor, performs a method including:  
7 receiving, with a first entity, a first ad request  
8 associated with a first target document, wherein the first  
9 target document (A) is accessible by the first entity, (B)  
10 includes content and (C) is associated with a first  
11 resource for rendering at least one advertisement;  
12 determining, with the first entity and responsive to  
13 the first ad request, that the content included in the  
14 first target document ~~[[is not available for analysis]]~~  
15 cannot be analyzed by the first entity to determine if an

16 ad relevant to the content of the first target document is  
17 available for rendering; and  
18 indicating, with the computer system of the first  
19 entity, the availability of at least a portion of the first  
20 resource of the first target document to a second entity.

1 Claim 37 (previously presented): The system of claim 36,  
2 wherein the first resource includes a display area on the  
3 target document.

Claim 38 (canceled)

1 Claim 39 (previously presented): The method of claim 29,  
2 wherein the alternative entity includes one of (A) another  
3 ad system or (B) a publisher with which the first target  
4 document is associated.

Claim 40 (canceled)

1 Claim 41 (currently amended): A computer-implemented  
2 method comprising:  
3 receiving, by a content ad serving system including at  
4 least one computer on a network, an ad request associated  
5 with a target document for serving an ad via a resource of  
6 the target document, wherein the target document is  
7 associated with a publisher;  
8 determining, by the content ad serving system and  
9 responsive to the ad request associated with the target  
10 document, that ~~[[the target document contains negative~~  
11 ~~subject matter]]~~ a threshold number of ads having untapped  
12 budgets are not available to render in association with the  
13 target document; and

14        indicating, by the content ad serving system, the  
15        availability of at least a portion of the resource of the  
16        target document to the publisher associated with the target  
17        document based on the determination that ~~[[the target~~  
18        ~~document contains negative subject matter]]~~ a threshold  
19        number of ads having untapped budgets are not available to  
20        render in association with the target document,

21        wherein the act of determining that a threshold number  
22        of ads having untapped budgets are not available to render  
23        in association with the target document includes  
24        determining that the number of ads for which advertisers  
25        are willing to pay the ad serving system does not exceed a  
26        defined threshold ~~[[the negative subject matter includes at~~  
27        ~~least one of tragic events, pornography, alcohol promotion,~~  
28        ~~tobacco promotion, gun promotion and gambling promotion]]~~.

1        Claim 42 (previously presented): A computer-implemented  
2        method comprising:

3        receiving, by a content ad serving system including at  
4        least one computer on a network, an ad request associated  
5        with a target document for serving an ad via a resource of  
6        the target document, wherein the target document is  
7        associated with a publisher;

8        determining, by the content ad serving system and  
9        responsive to the ad request associated with the target  
10       document, that net revenue for the content ad system for  
11       serving the ad will not be positive; and

12       indicating, by the content ad serving system, the  
13       availability of at least a portion of the resource of the  
14       target document to the publisher associated with the target  
15       document based on the determination that net revenue for

16 the content ad system for serving the ad will not be  
17 positive,  
18 wherein the act of determining that net revenue for  
19 serving the ad will not be positive includes (A)  
20 determining whether or not a payment is to be paid to a  
21 publisher for rendering the ad and (B) estimating gross  
22 revenue derived from an advertiser for rendering the ad in  
23 association with the target document.